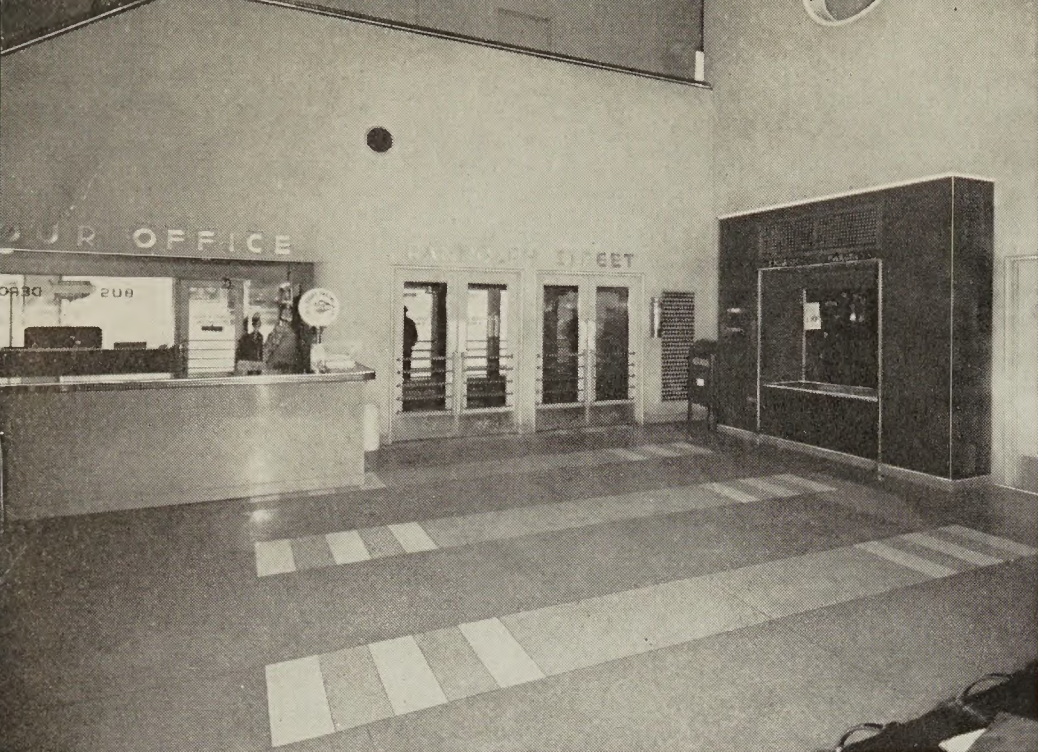


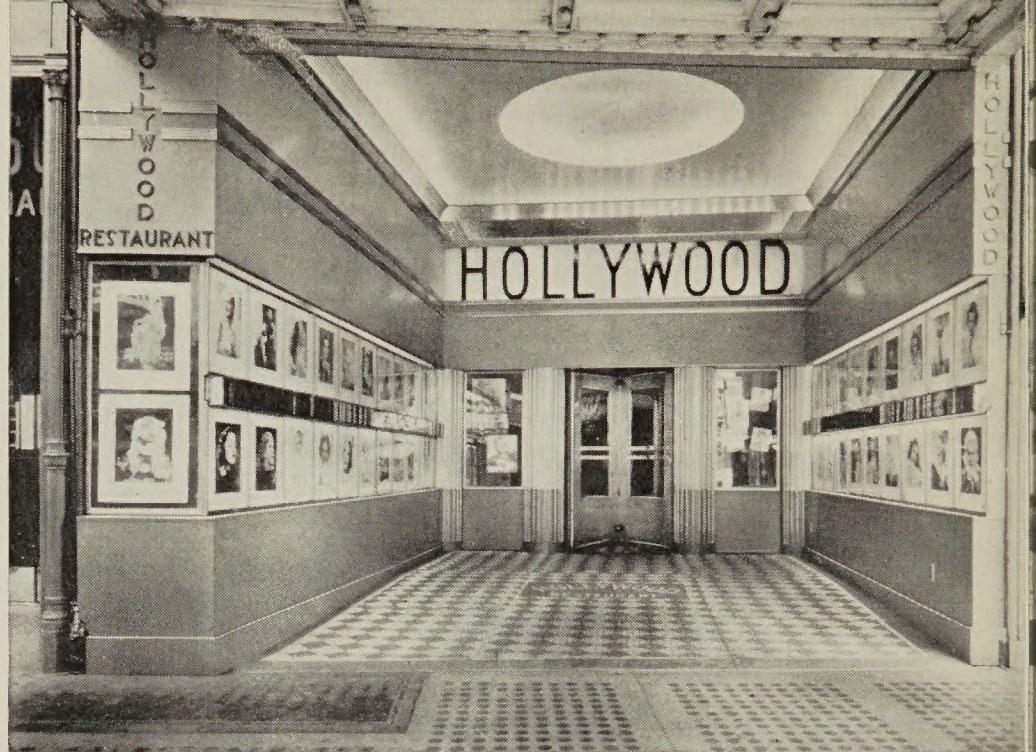


-and Many other Building and Architectural Uses

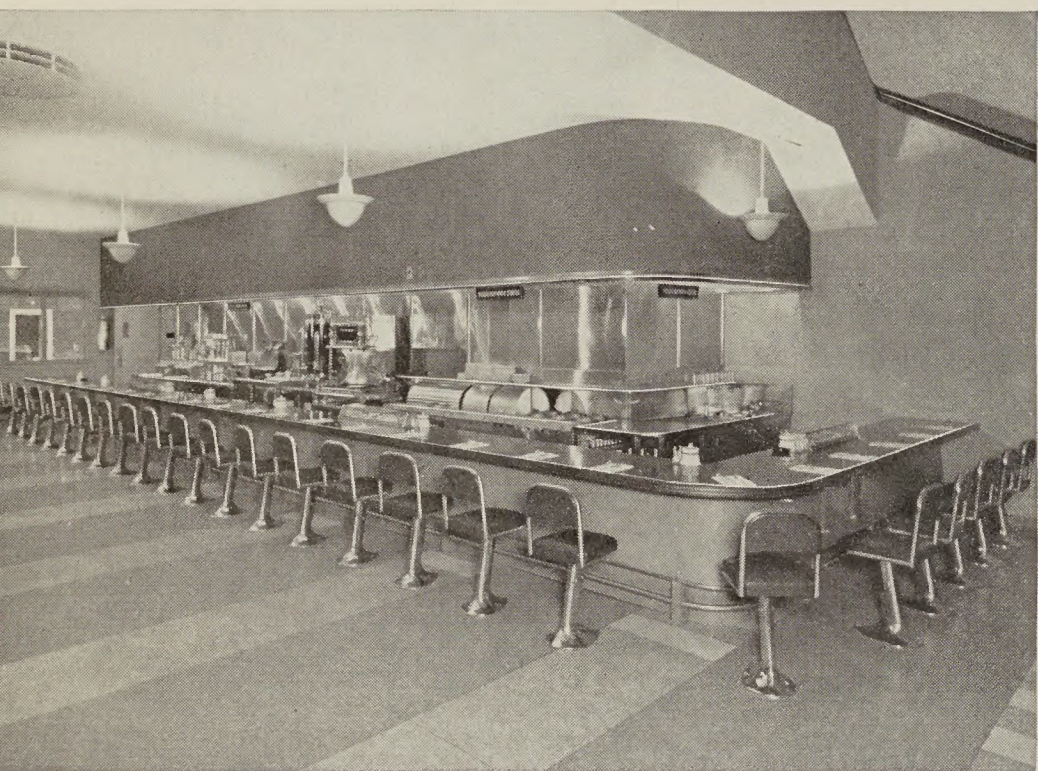
TRANSLUCENT SHATTERPOOF FORMICA



- Formica Counter Tops, Paneling and Doors in the National Trailways Bus Terminal, Chicago. Graham, Anderson, Probst & White, Architects.



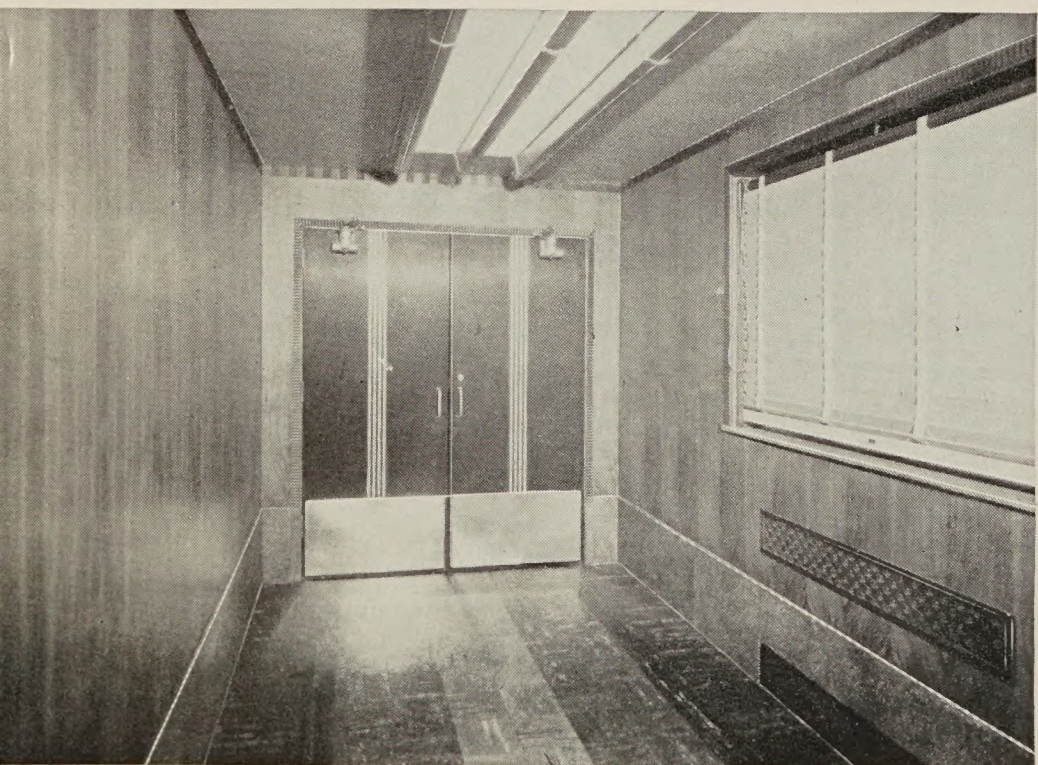
- Lobby, Hollywood Restaurant, Broadway, New York. Complete Formica Walls and Ceilings. Translucent Formica in two colors for columns. Nicholas H. Weiss, Architect.



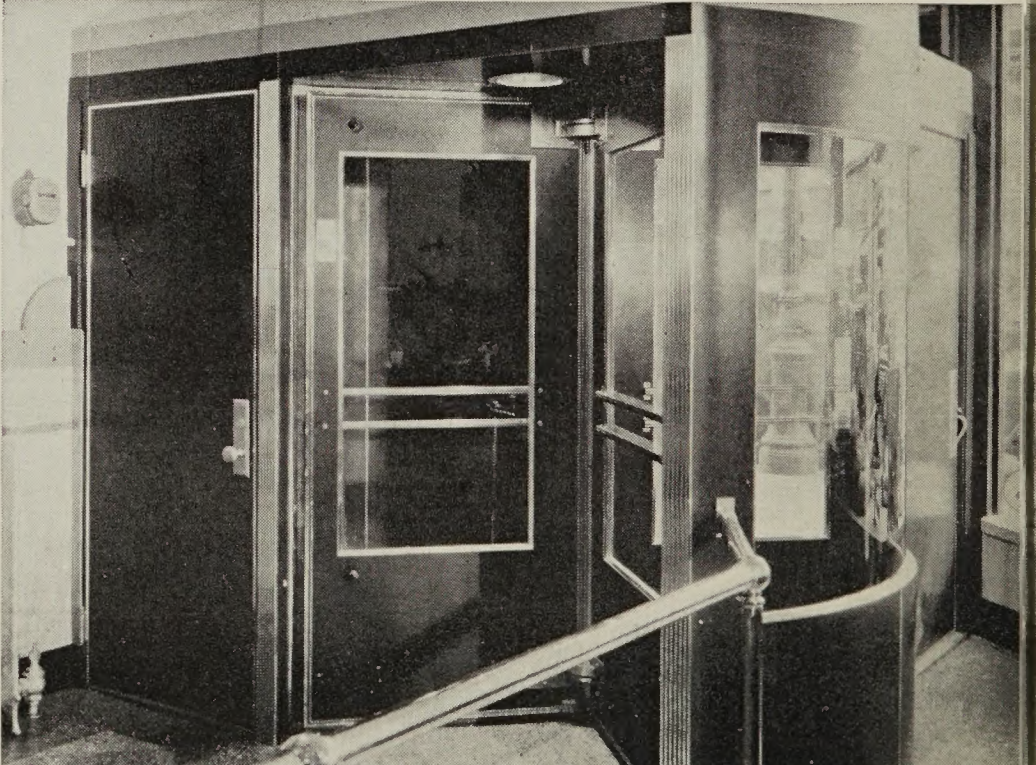
- Formica Lunch Counter in the National Trailways Bus Terminal, Chicago.



- Oil Service Station of the Shell Company with Formica bulkheads below the windows, Formica background for signs, and a clock made with Formica Inlaid Sheet as the face.



- Formica Inlaid Doors in the State Farm Insurance Building, Bloomington, Illinois. Schaeffer & Hooton, Architects.



- Formica Revolving Doors with doors and housing in blue Formica in one of the John R. Thompson Units. Installed by the International Revolving Door Company, Evansville, Indiana.

FORMICA INSULATION COMPANY

CINCINNATI, OHIO

BRANCH FACTORIES

NEW YORK, N. Y., 101 Park Avenue

CHICAGO, ILL., 111 No. Canal Street

SALES OFFICES

SALT LAKE CITY, UTAH, 204 Interurban Depot Building
BIRMINGHAM, ALA., 320 Brown-Marx Building
PITTSBURGH, PA., 405 Penn Avenue
JACKSONVILLE, FLA., 418 Park Street
NEW ORLEANS, LA., 348 Baronne Street
HAVANA, CUBA, 51 Calle Obispo
TOLEDO, OHIO, Second National Bank Building
SEATTLE, WASH., 111 Canadian National Pier
SAN FRANCISCO, CAL., 123 Kansas Street
BALTIMORE, MD., 100 W. 22nd Street
PHILADELPHIA, PA., 201 Architects Building
DETROIT, MICH., 544 Book Building
LOS ANGELES, CAL., 1438 E. 18th Street

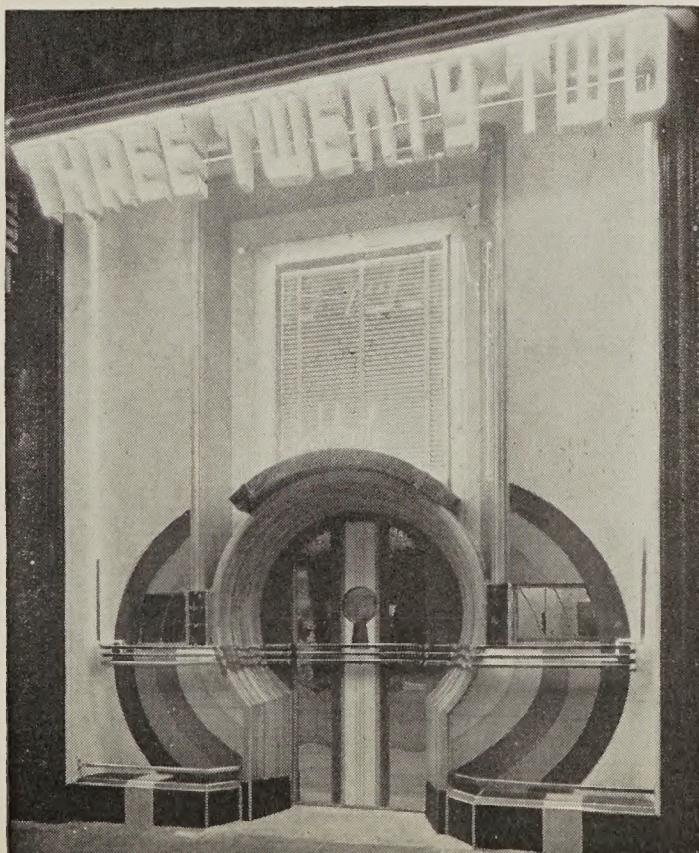
CLEVELAND, OHIO, 523 Caxton Building
QUINCY, MASS., Granite Trust Building
HARTFORD, CONN., 647 Main Street
MIAMI, FLA., 144 N. E. 21st Street
KANSAS CITY, MO., 308 E. 17th Street
TAMPA, FLA., 805 Peninsular Telephone Building
DENVER, COLO., 960 Pearl Street
DALLAS, TEX., Santa Fe Building
ST. LOUIS, MO., 4 No. 8th Street
ROCHESTER, N. Y., 25 North Street
ATLANTA, GA., 526 Forrest Avenue, N. E.
BUTTE, MONT., 910 W. Silver Street



- Formica Mottled Wall Covering in a Barber Shop. This is sanitary, easy to keep clean and maintenance free.



- Formica Wall and Column Covering and Formica Top in the Cocktail Lounge of the Regent Palace Hotel, London, England.



- An odd use of Formica colors on the store front of the Pig 'n Whistle Cocktail Lounge at Los Angeles, California.



- Formica Kitchen Cabinet Tops and Wainscoting in a house at Raeburn, Cincinnati, Ohio.

A Colorful and Lasting Finish

Formica is a finishing material for all sorts of flat areas which combines a smooth surface that is very inert chemically and therefore spot and stain proof, with hardness and wear resistance.

It is available in more than 70 colors and in satin, high gloss, and morocco surfaces. Inlays of simple designs can be made by pressing one color over another when the sheet is vulcanized together, or the inlays may be in metal of different colors.

Table and Counter Tops

Formica table tops have been widely used in all sorts of public rooms where tables receive severe service—in restaurants, hotels and steamships. The tops may be extremely colorful and the possibility of inlaying varied designs has raised the decorative level of the room. The edges may be black and silver, colors and silver, colors and white in the six-sided veneer tops or natural aluminum color in the type M top.



● Black Formica Doors, Main Entrance, J. Blach & Son, Birmingham, Ala. Warren, Knight and Davis, Architects.



● Fruit Juice Stand with Formica Panels, Tampa Terrace Hotel. Installed by Stovall & Archer, Tampa, Fla.

Formica table tops are built by veneering $\frac{1}{16}$ inch Formica sheet to five-ply wood. If "cigarette-proof" grade is specified, the tops are guaranteed not to be injured by lighted cigarettes. The six-sided tops are finished with waterproof ply of Formica on the bottom to prevent warping.

Counter Panels—Formica panels for all kinds of counters, bars, lunch counters, soda fountains—are made in all the Formica colors, in polished or satin surface, with colored or metal inlays if desired. Sometimes they are $\frac{1}{16}$ inch Formica glued to plywood as in the case of table tops.

Wainscot—This may be erected with bright metal cover strips over the joints between the Formica sheets or it may be flush joint construction. If cover strips are used the Formica sheets are nailed to wood grounds, at the edges of the sheets and the nail heads then covered with the cover strips. For this purpose Formica sheet on a presdwood center $\frac{5}{32}$ inch thick is used. For flush joint construction $\frac{1}{32}$ inch sheet is recommended with tongue and grooved wood strips glued to the edges of the sheet, or with special hardware fastenings attached to the back of the sheets. Drawings at the back of the book show both of these methods of erection. More detailed directions are available in a special Formica publication devoted to wainscot. The material is installed by carpenters. Sheet sizes are 36x42, 84 and 96 inches, and 24x42, 84 and 96 inches.

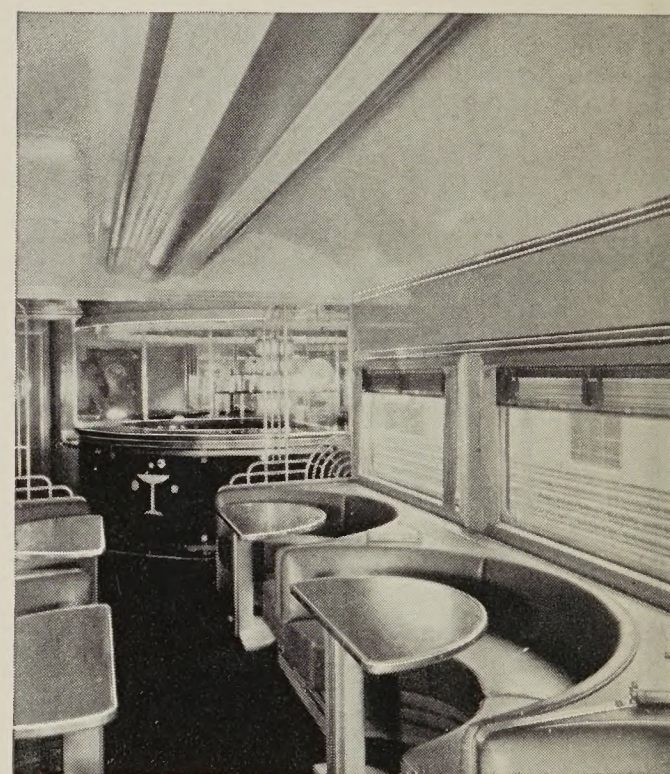
Basing and Mop Boards—Formica is used for basing on show cases or mop boards in rooms in the form of molded channels—made in widths of 4 to 8 inches, with no fractional inch sizes—and backed with wood. It may be provided with nails protruding from the wood backing so that it has merely to be pounded into place. This basing has either a beveled or round top. In building show cases some makers employ $\frac{1}{16}$ inch sheet as basing gluing it to the bottom of the case. The material is resistant to alkalies in washing solutions and will give long service without deterioration of the surface.

Doors of Formica—These are flush type doors with smooth even surfaces. They are available in all colors and with such inlays in metal or Formica as may be desired. Photo inlays are also specified and are made by veneering $\frac{1}{16}$ inch Formica to specially constructed door cores with hardwood where the hinges are attached. Fireproof doors may also be provided by attaching Formica $\frac{1}{16}$ inch decorative sheets to standard Kalamein doors.

Revolving Doors—Revolving doors and revolving door housings are now offered by leading makers of revolving doors and may be in colors with inlays.

Elevator Doors—Formica surfaces with inlays in metal or Formica colors are now available in standard elevator doors.

Kick Plates and Push Plates—These are cut from Formica sheet in any color or grade $\frac{3}{32}$ or $\frac{1}{8}$ inch thick. The edges are beveled and countersunk screw holes are provided for fastening them in place.



● Formica Bar on Daylight trains between Los Angeles and San Francisco. Translucent panels with illuminated design. Formica table tops. Designed and installed by the Pullman Company.



● Formica Doors at the entrance to the Congress Hotel Casino, Chicago. Holabird & Root, Architects.

Window Stools—These are made by molding a Formica channel and gluing wood into it. The ends are veneered with Formica sheet. Stools are fabricated to dimensions at the factory.

Kitchen Table Tops—On tops for kitchen cabinets, butlers' dressers and breakfast tables, Formica is applied veneered to plywood if there is no sink in the top. When there is a sink Formica is cemented with waterproof cement to an asbestos core. The edges of the sink hole, whether it has square or round corners, are covered with Formica. There is a backsplash of Formica cemented to sheet metal and a watertight joint between the cabinet top and the backsplash. Cabinet tops of this type may be built with end splashes and also with a raised edge at front and ends to keep water from running off the top. Another type of cabinet top has been developed in which the working surface consists of a solid Formica sheet. It is shipped with $\frac{3}{4}$ inch thick back splash and with a monel metal or porcelain sink attached. This type of top is available at moderate prices up to 96 inches long.

Formica Store Front Bulkheads—Formica store front sheets are available in all the Formica colors, are not injured by moisture and as they have a low co-efficient of thermal expansion do not crack because of sharp changes in temperature. For this purpose Formica sheet $\frac{1}{3}\frac{1}{2}$ inches thick with a hardwood center is used. For the higher portion of the front $\frac{5}{32}$ -inch sheet and metal molding may be employed if desired. The $\frac{1}{3}\frac{1}{2}$ -inch sheet may be provided for this purpose with hardware attached to the back which makes a concealed flush joint fastening possible.

Formica Tops for Bedroom Furniture—In hotels, clubs and steamships where the tops of bed and stateroom furniture are sometimes marred by smokers, they may be protected by a "cigarette-proof" sheet. These may be put on at the factory or may be cemented or mechanically attached to the tops after they are in use.

Elevator Cab Interiors—Formica on hardboard may be used for this purpose. It will stand wear and will not be injured by moisture from umbrellas, wet raincoats, etc. It is also used for elevator lobbies in hotels, department stores and public buildings.

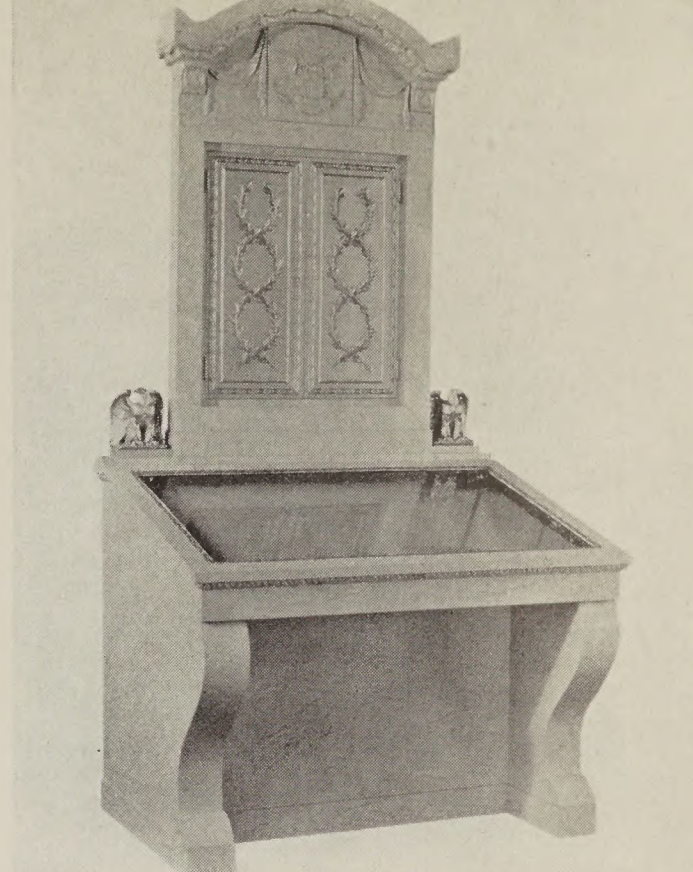
Ornamental Signs—Formica signs may be produced by inlaying lettering in another Formica color or in metal. Signs may also be printed in gold or silver by the Verichrome process.

Formica Library Shelving—Formica is used in the new annex to the Congressional Library for shelving, telephone booths and the fronts of card index drawers.

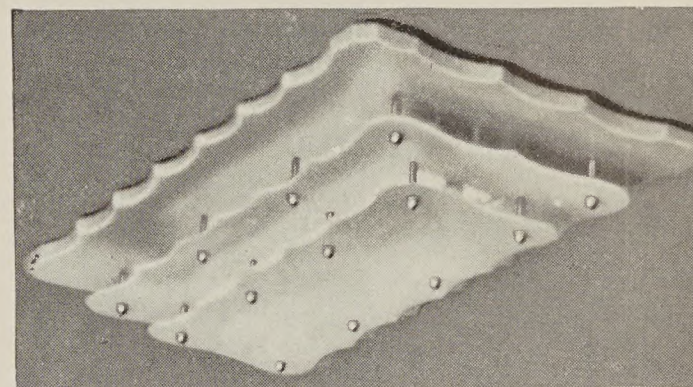
Translucent Formica—This is made in white and several colors. It may be had with an opaque face in any Formica color. When the opaque face is sand-blasted away in the form of lettering or design, a sign which may be illuminated from behind is left. Translucent Formica is made in sheets only in varying thicknesses, but these may be bent on a short radius and if mechanically held in position may be used for many of the same purposes as tubing. Modern lighting fixtures using translucent sheet in flat form have been designed and can be provided by certain fixture manufacturers.

Fabrication and Distribution—The main plant of the FORMICA INSULATION COMPANY at Cincinnati carries many varieties of Formica sheets in stock and produces sheets to order in about a week. There are branch factories with stocks and cutting equipment in New York and Chicago. The material is fabricated to architects' details for erection by others.

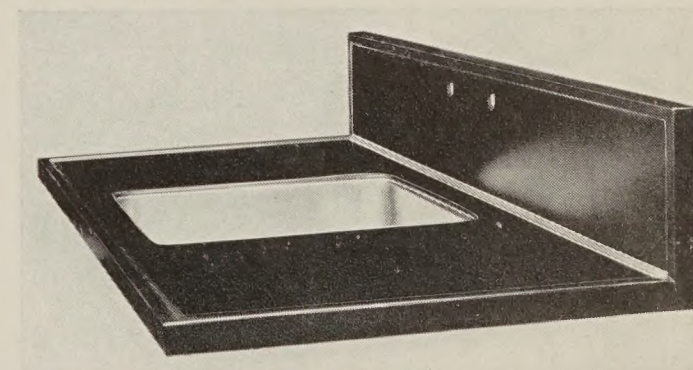
Special publications are available giving more detailed information on Soda Fountains, Wainscoting and Doors.



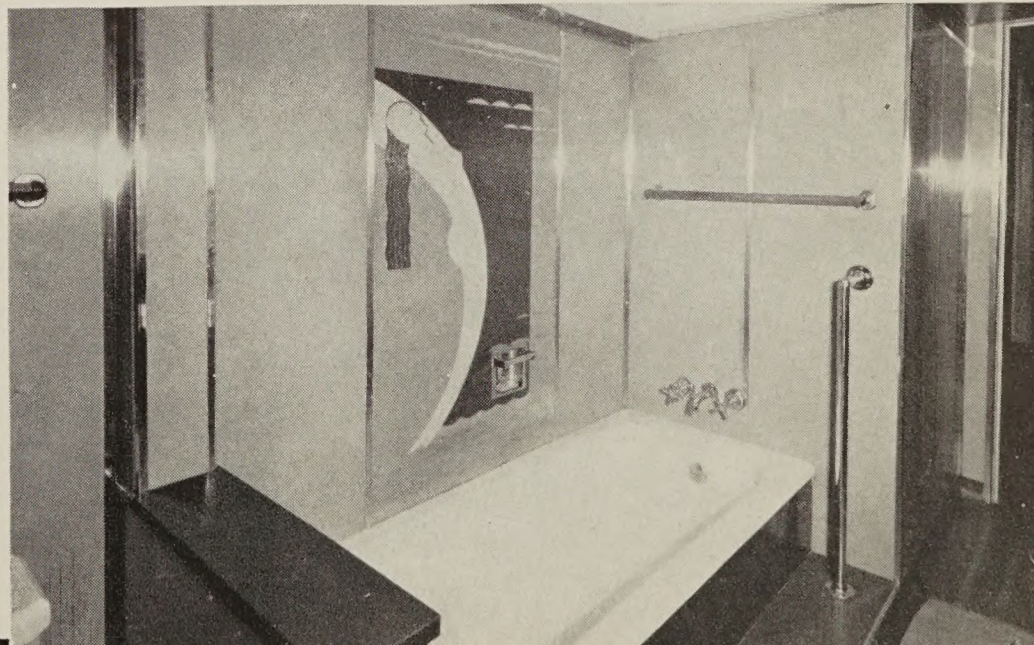
● Sesqui Centennial Shrine, designed by Sesqui Centennial Commission. Veneered with Formica in Brown Marble.



● Formica Lighting Fixture made with flat plates of Translucent Formica. It is modern, easily cleaned and not easily broken.



● Formica Kitchen Cabinet Top with attached sink and back splash shipped from the Formica factory assembled.



● Formica Sheet with inlay in color and metal on the walls of a bathroom.



B-No. 197



B-No. 112



B-No. 224



B-No. 102



B-No. 113



B-No. 328



B-No. 238



B-No. 107



B-No. 331



B-No. 342



B-No. 109



B-No. 115



B-No. 319



B-No. 32



B-No. 114



B-No. 106



B-No. 59



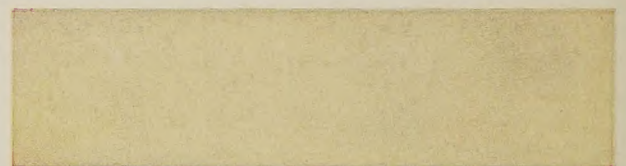
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B-No. 278



B-No. 35



B-No. 476



B-No. 101



B-No. 116



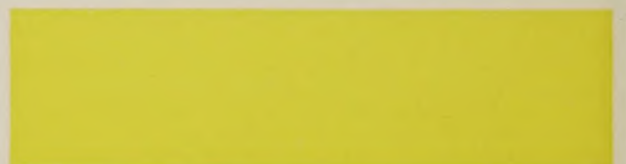
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B-No. 110



B-No. 108



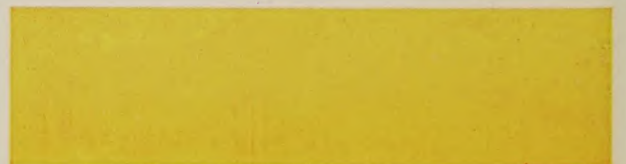
B-No. 103



B-No. 111



B-No. 386



B-No. 524



B—STUMP WALNUT—No. 1601



D—No. 29



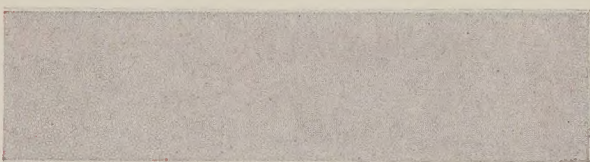
B—LIGHT WALNUT—No. 1602



D—No. 31



B—LIGHT MAPLE—No. 1603



B—No. 282



B—LIGHT OAK—No. 1604



G—No. 1113



METAL AND FORMICA INLAY



B—No. 1612



G—No. 1197



H—No. 1111



B—DARK WALNUT—No. 1626



G—No. 1386



H—No. 2113



B—BLACK AND GOLD—No. 1701



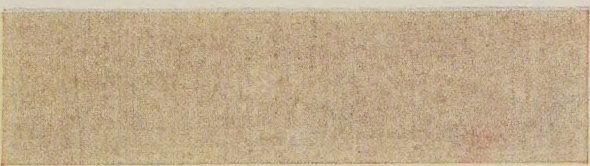
H—No. 902



H—No. 2116



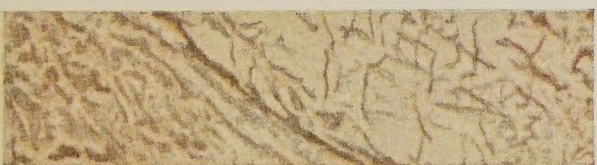
B—VERDI ANTIQUE—No. 1702



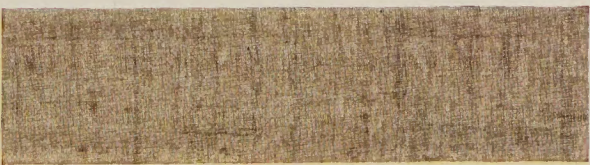
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H—No. 4032



B—BROWN MARBLE—No. 1703



H—No. 904



H—No. 5197



D—No. 24

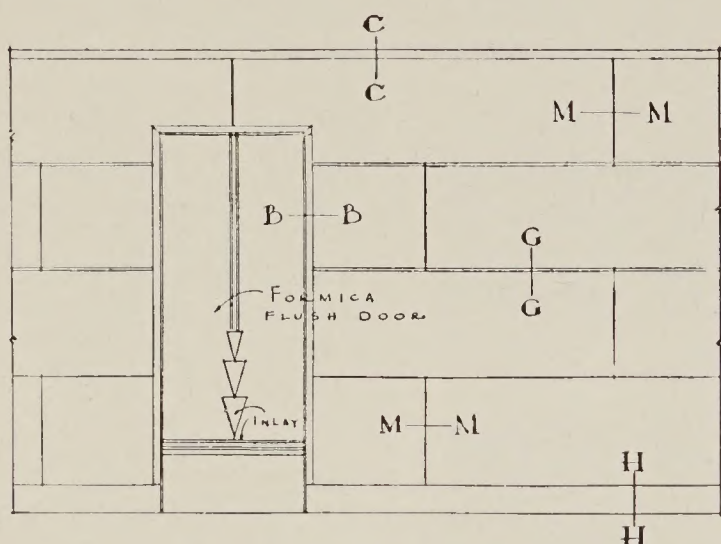


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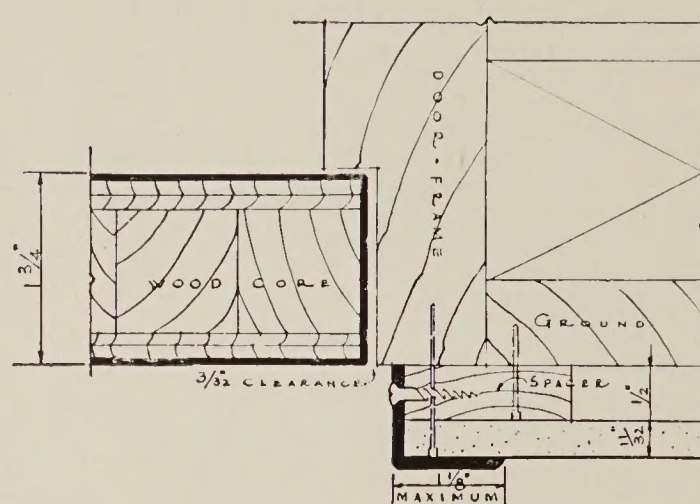


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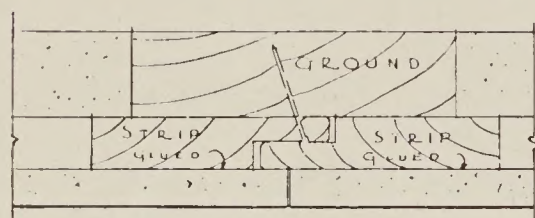
FORMICA



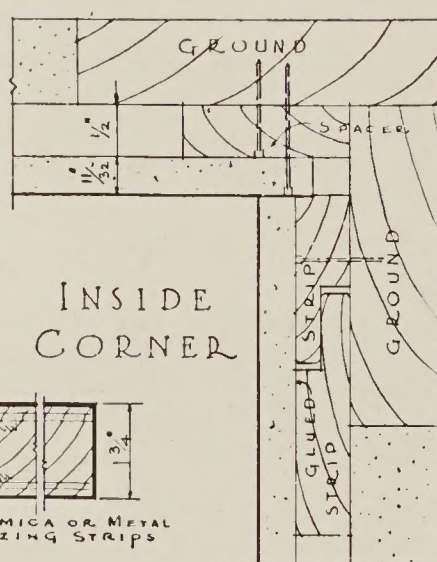
WALL ELEVATION



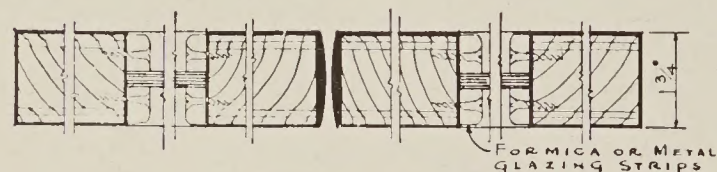
SECTION B-B



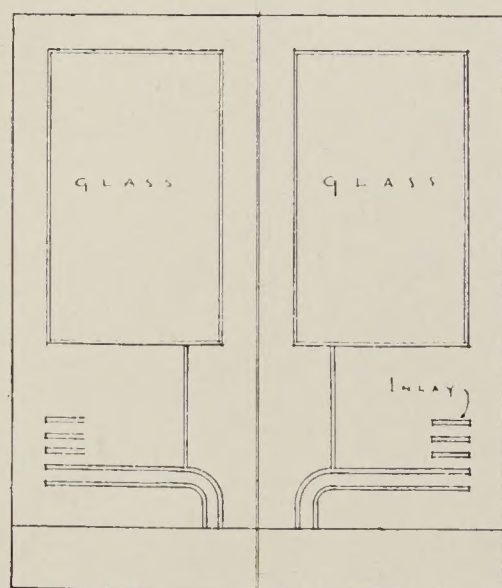
M-M



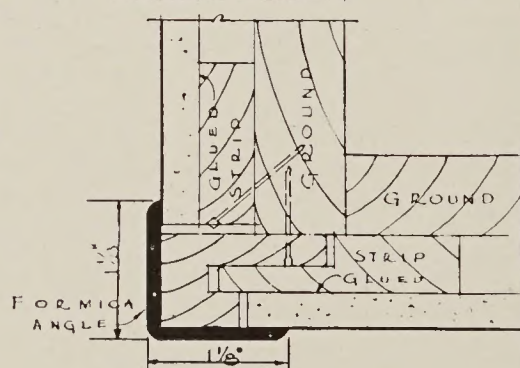
INSIDE CORNER



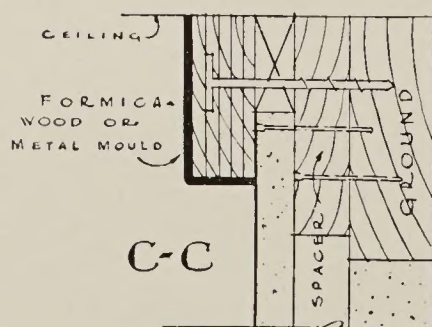
DOOR SECTION



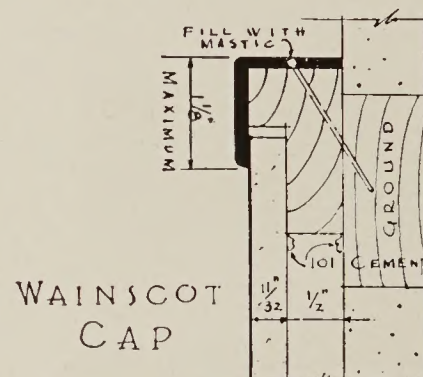
ELEVATION
FORMICA DOORS



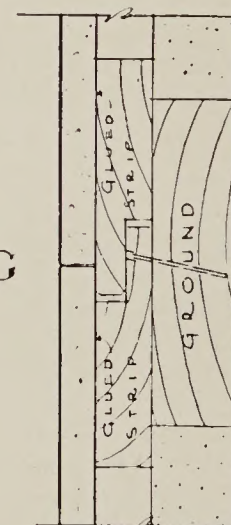
OUTSIDE CORNER



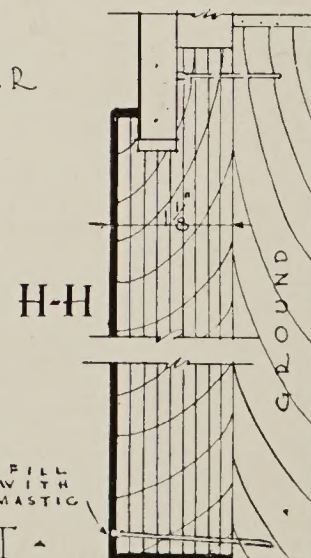
C-C



WAINSCOT
CAP



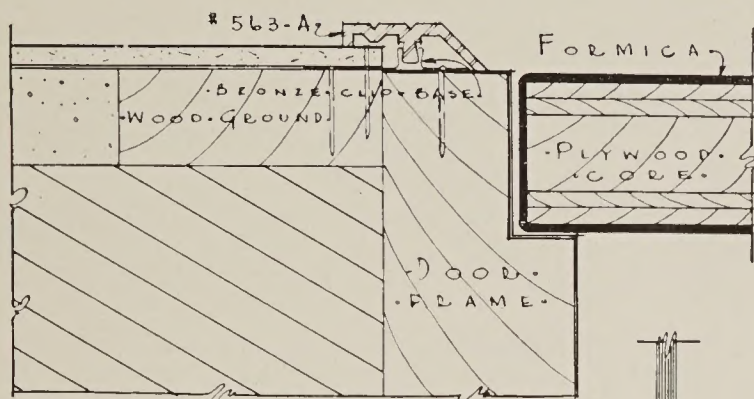
G-G



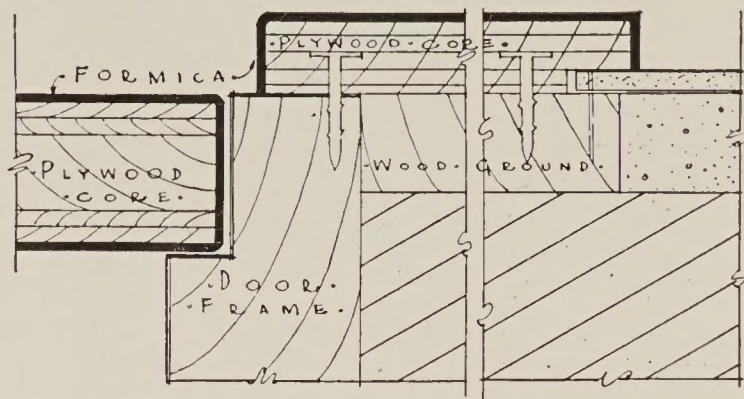
H-H

INTERIOR FLUSH JOINT WAINSCOT

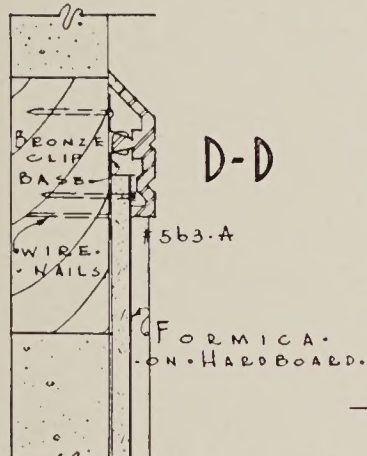
FORMICA



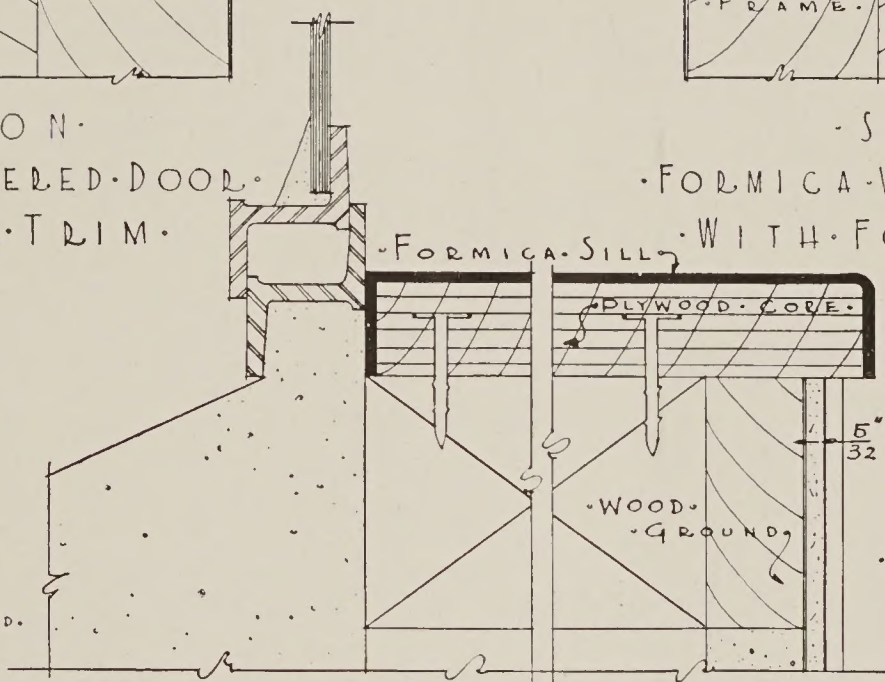
SECTION
FORMICA-VENEERED DOOR
WITH METAL TRIM



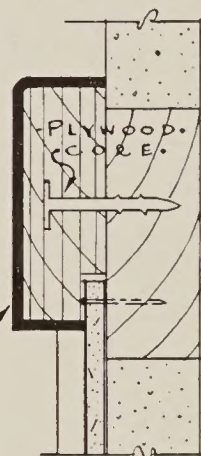
SECTION
FORMICA-VENEERED DOOR
WITH FORMICA TRIM



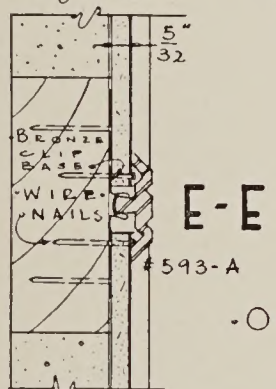
D-D



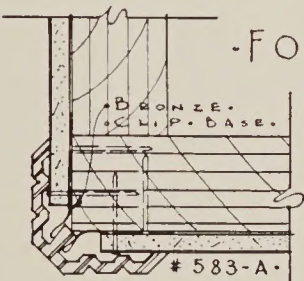
SECTION
FORMICA WINDOW STOOL



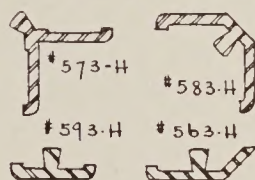
A-A



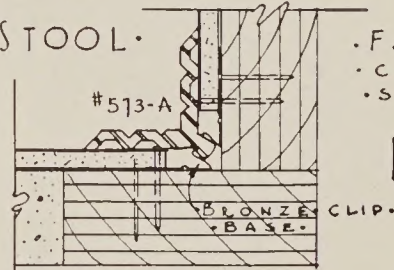
E-E



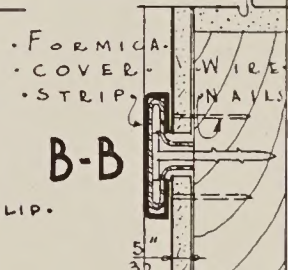
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ALTERNATE SECTIONS



SECTION

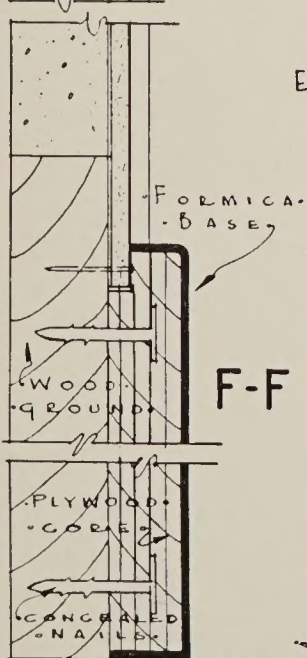


B-B

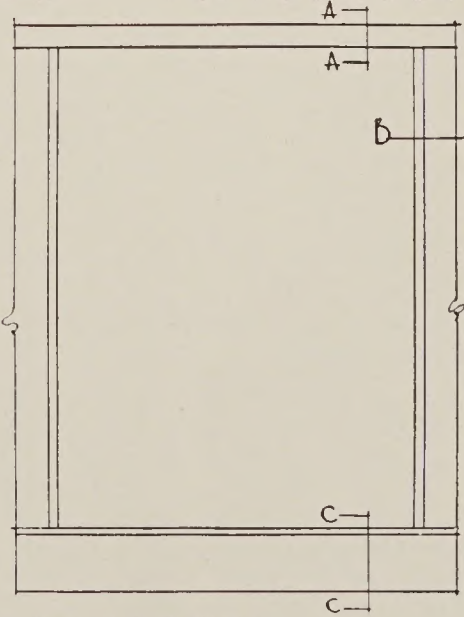
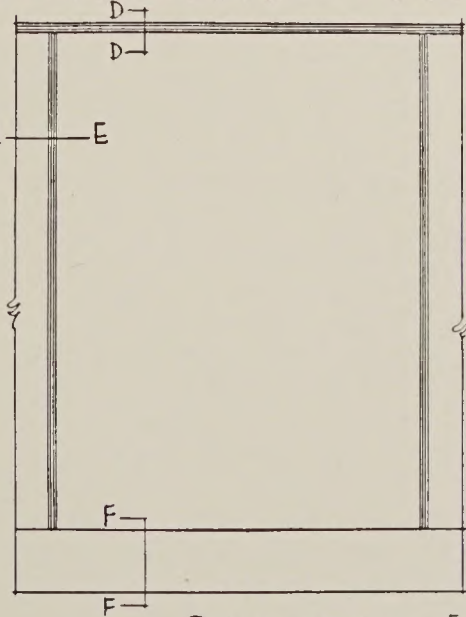
SECTION
OUTSIDE CORNER

SECTION

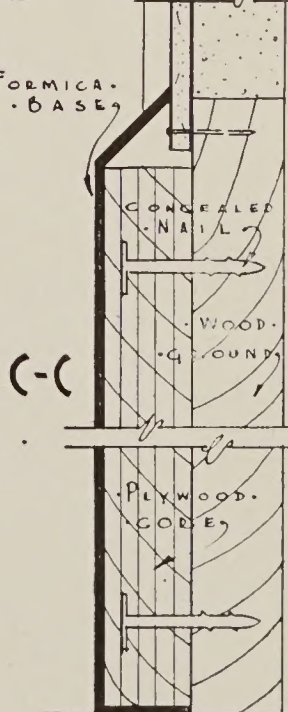
SECTION
INSIDE CORNER



F-F



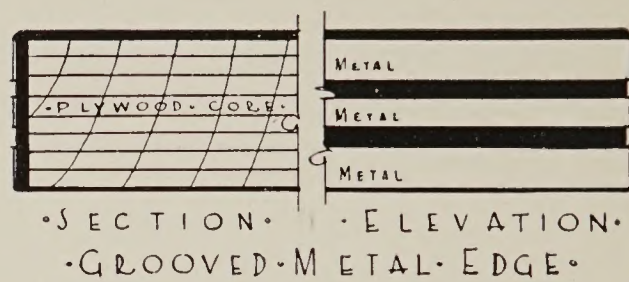
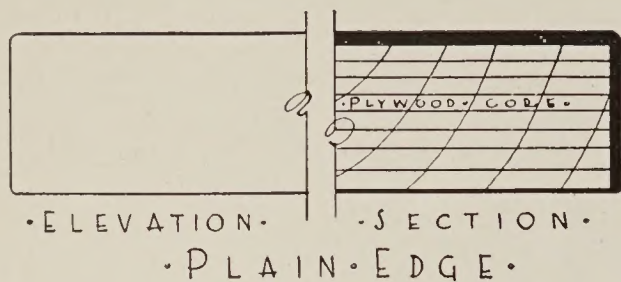
TYPICAL ELEVATIONS



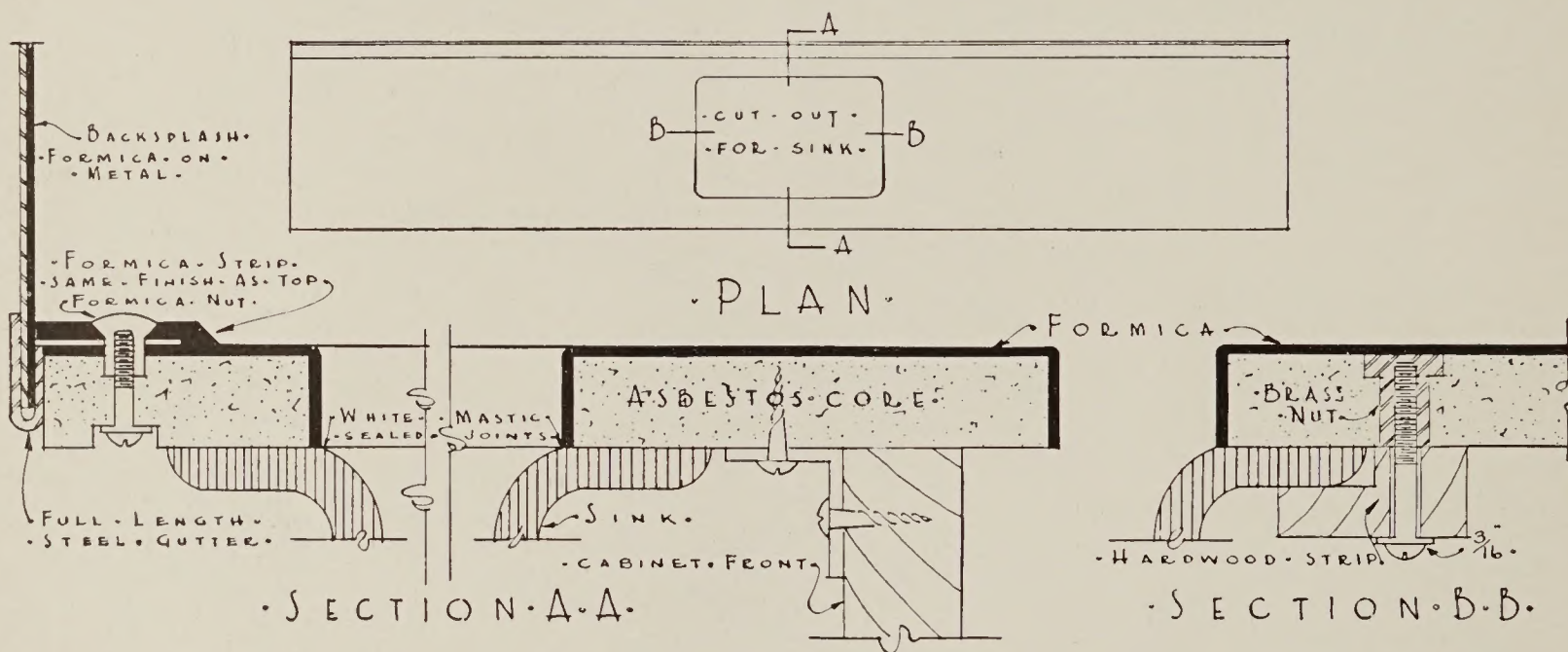
C-C

STANDARD WAINSCOT DETAILS

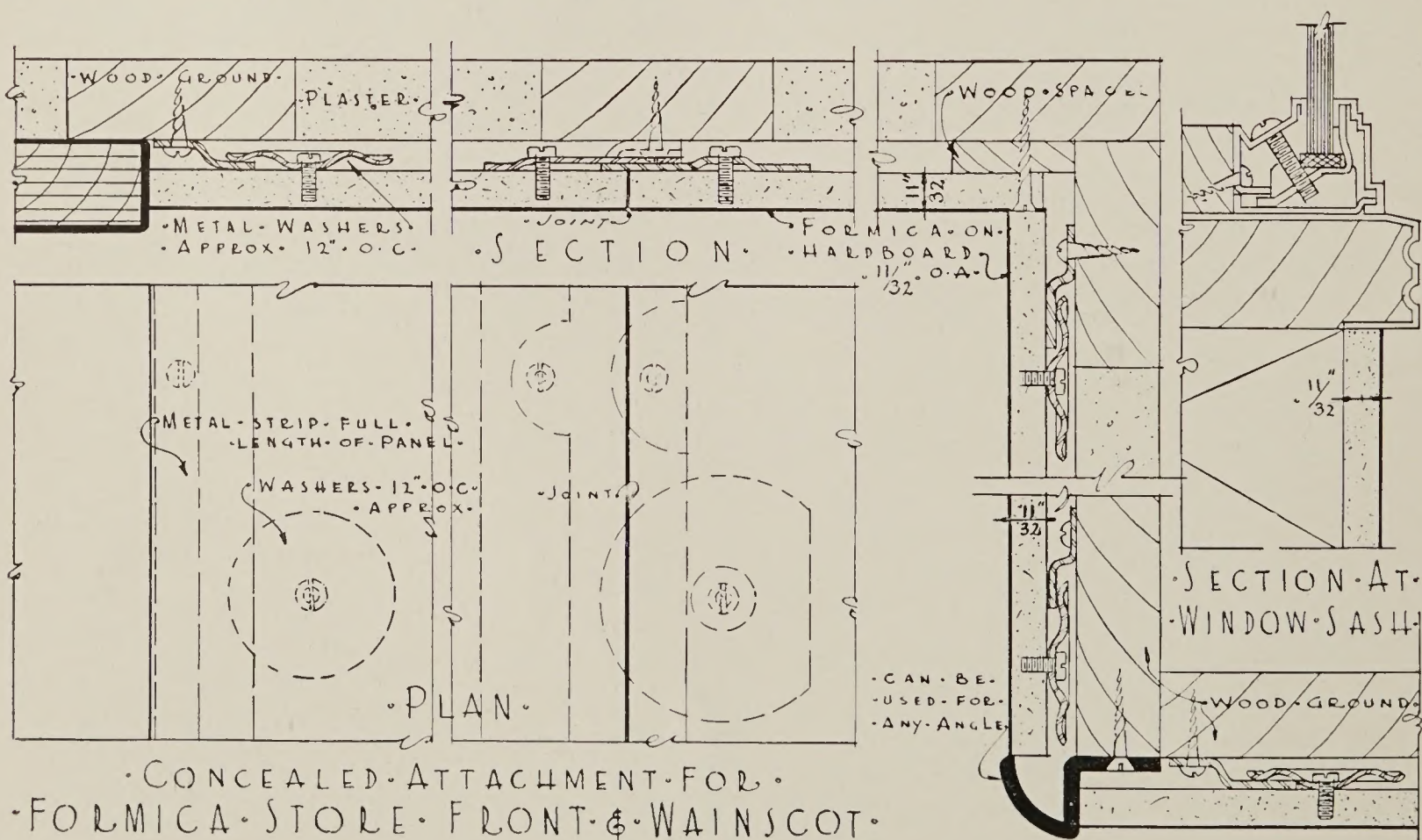
FORMICA



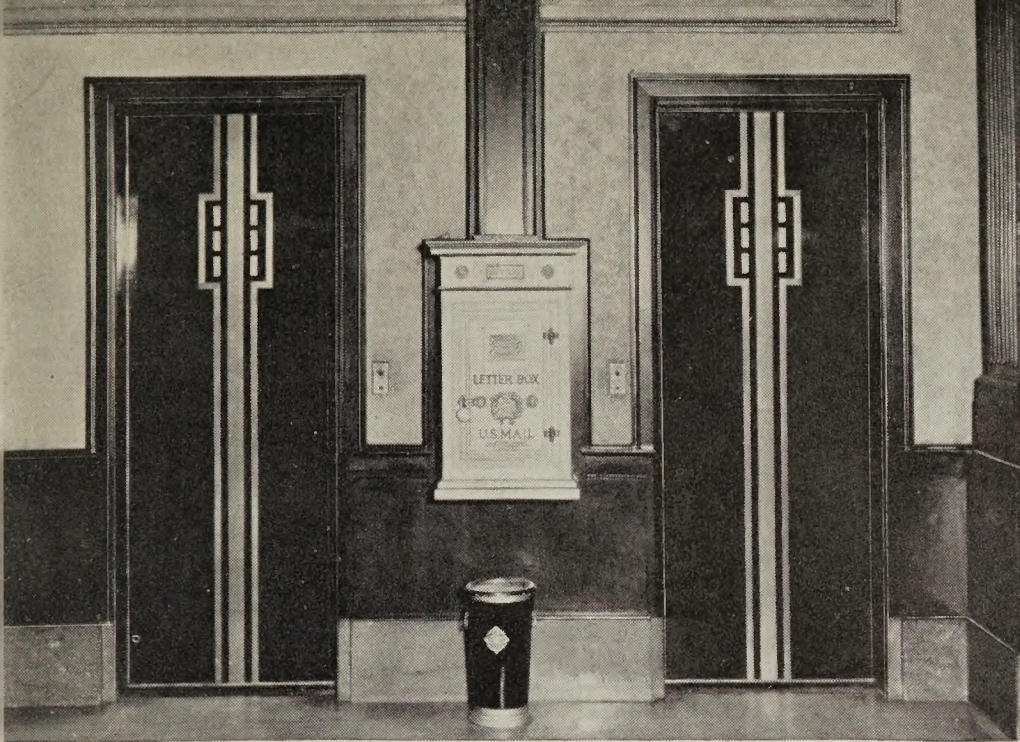
• COUNTER & TABLE TOP CONSTRUCTION •



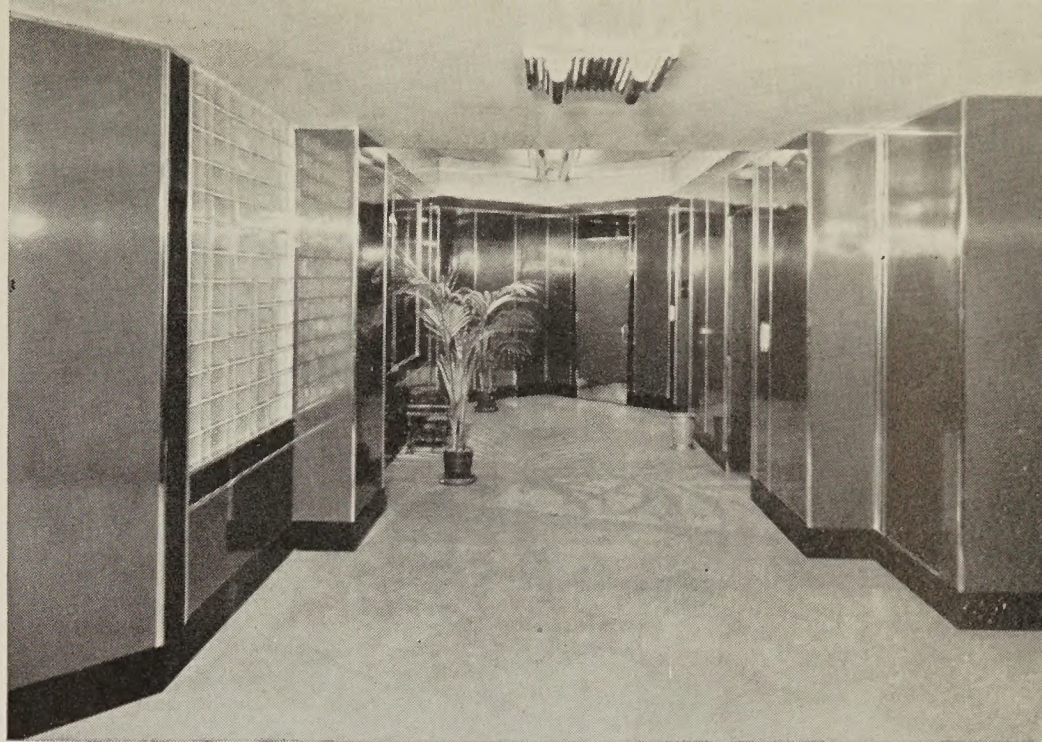
• FORMICA DRAINBOARD CONSTRUCTION •



• CONCEALED ATTACHMENT FOR •
• FORMICA STORE FRONT & WAINSCOT •



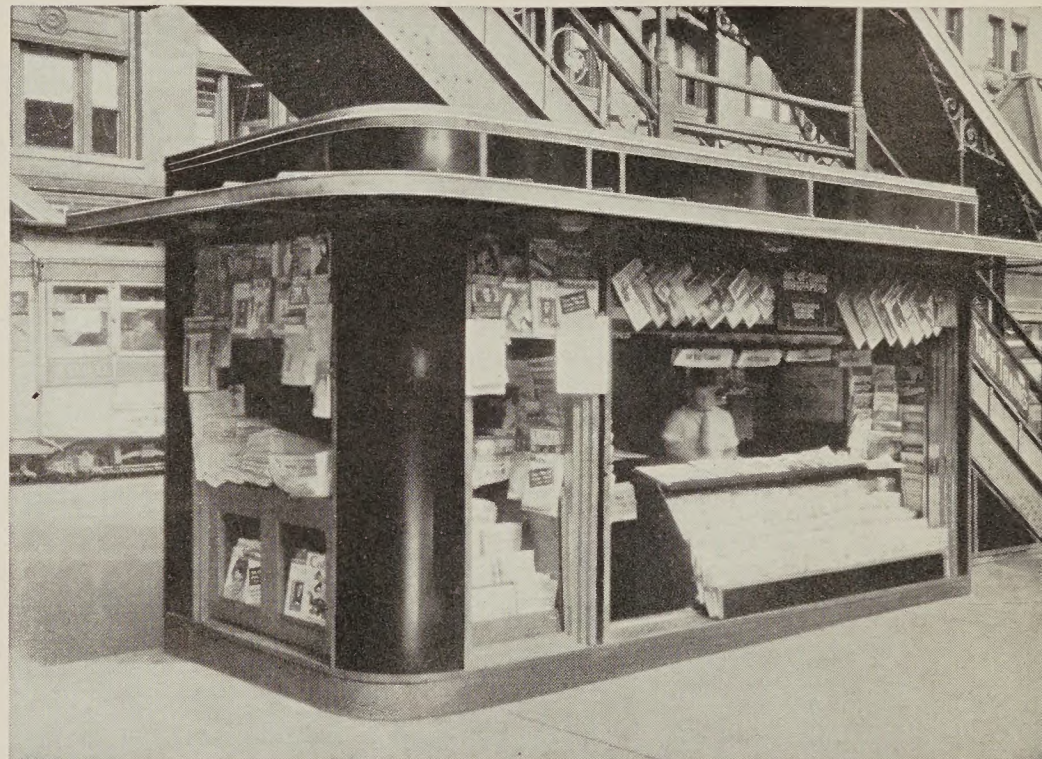
● Formica Elevator Doors with inlay in metal. Installed at the McCurdy Hotel, Evansville, Ind., by the Kaylor Company, Peoria, Ill.



● Formica Walls and Ceilings in a corridor of the Shoreham Hotel at Washington, D. C.



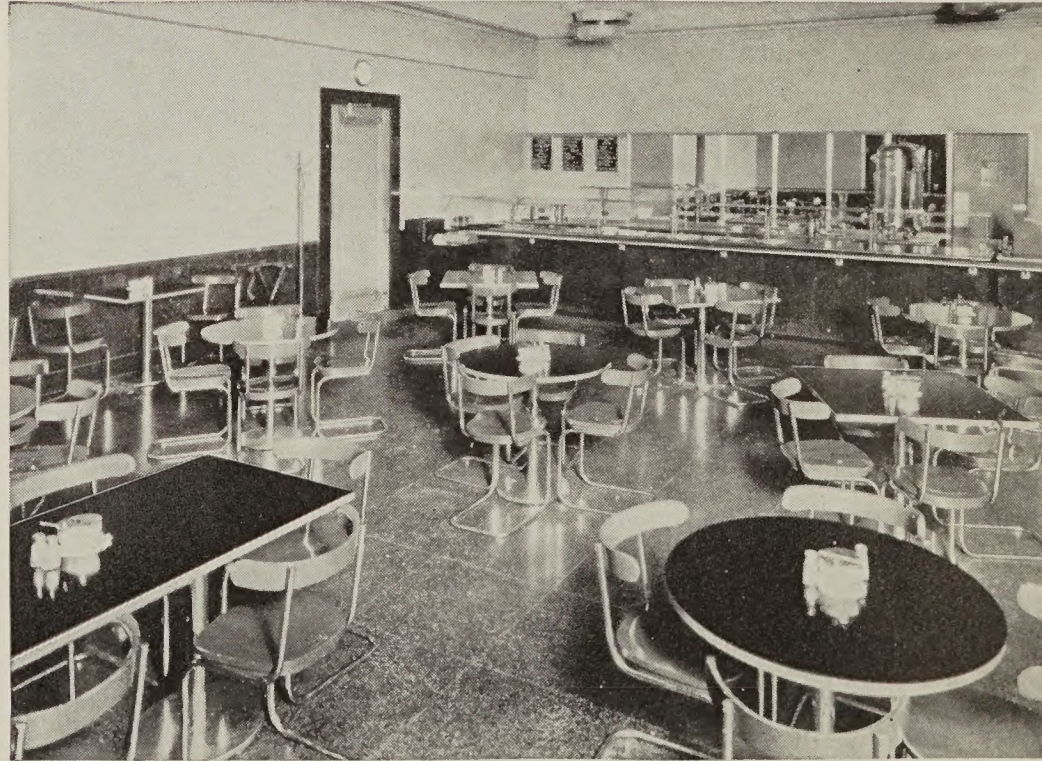
● Formica Tops, dull black cigarette-proof. Installed with Hoozier New Style Sink at St. Louis, Mo., by E. J. Hugnot.



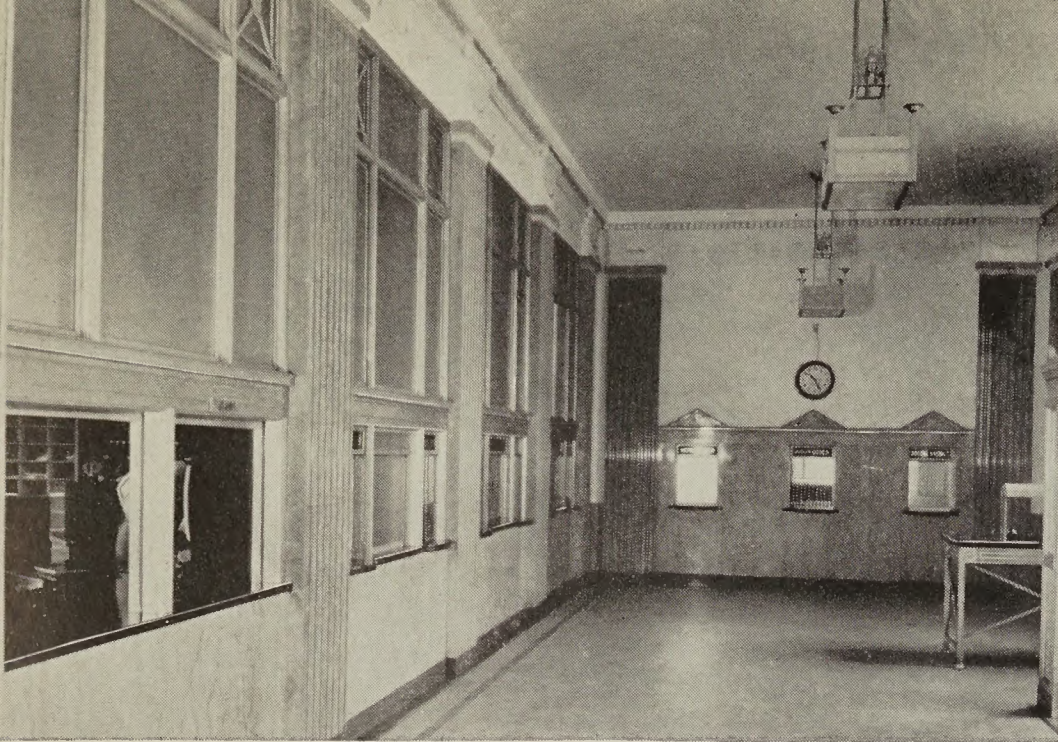
● News Stand erected by the City of New York with a Formica exterior surface.



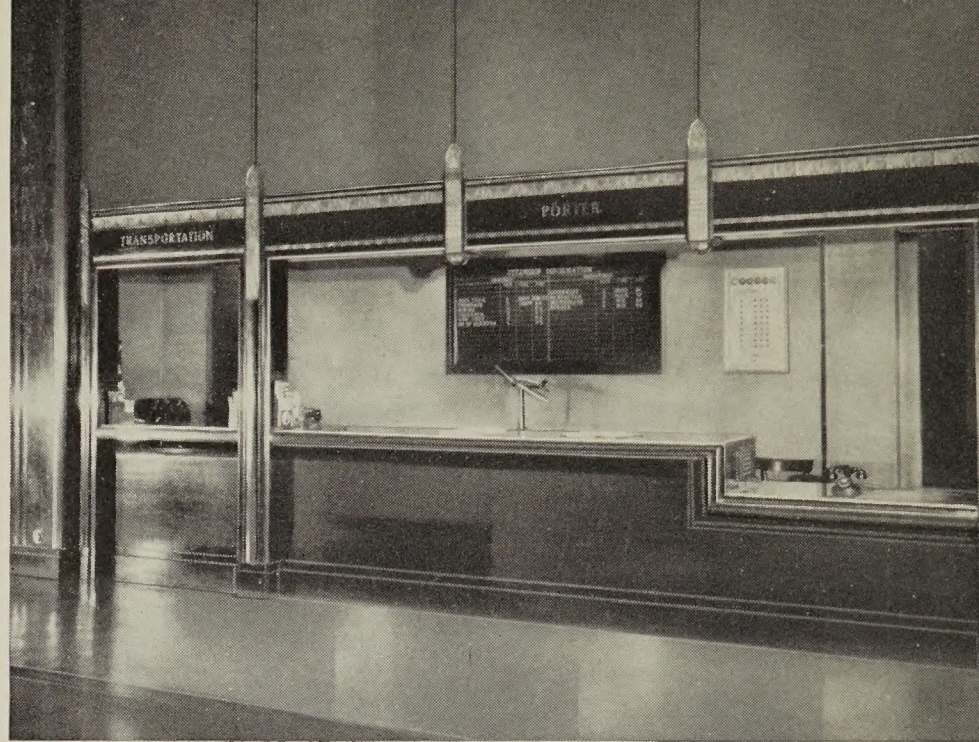
● Formica Desk and Cabinet Top on the Super Chief Streamlined Train of the Santa Fe Railroad from Chicago to Los Angeles.



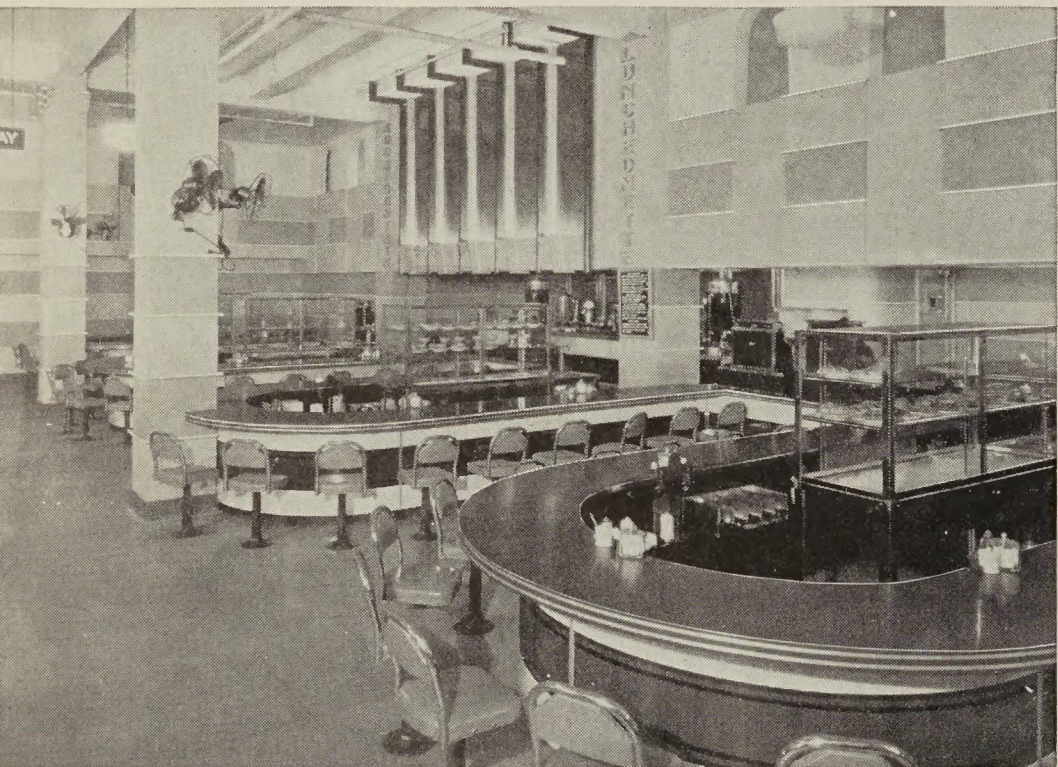
● Formica Table Tops in the cafeteria of the Supreme Court Building, Washington, D. C.



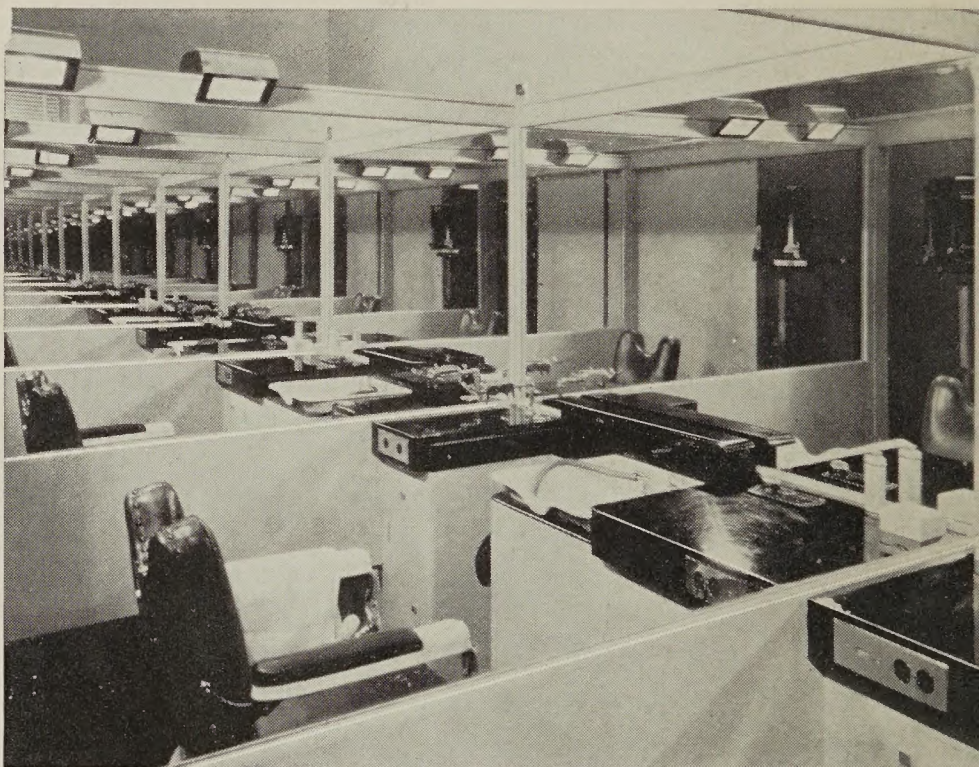
● Formica Desk Tops and Deal Plates, Norristown, Pa., Post Office, Supervising Architect Treasury Department.



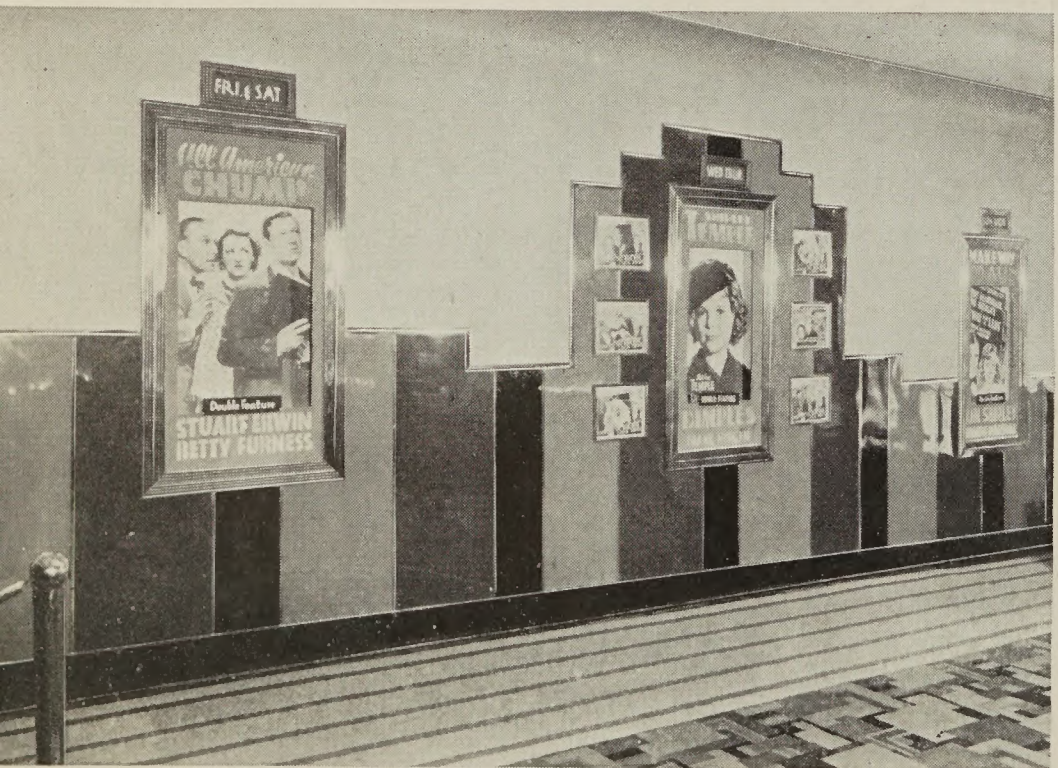
● Formica Wood Finish Wall Paneling behind the main desk of the Waldorf Astoria Hotel, New York City.



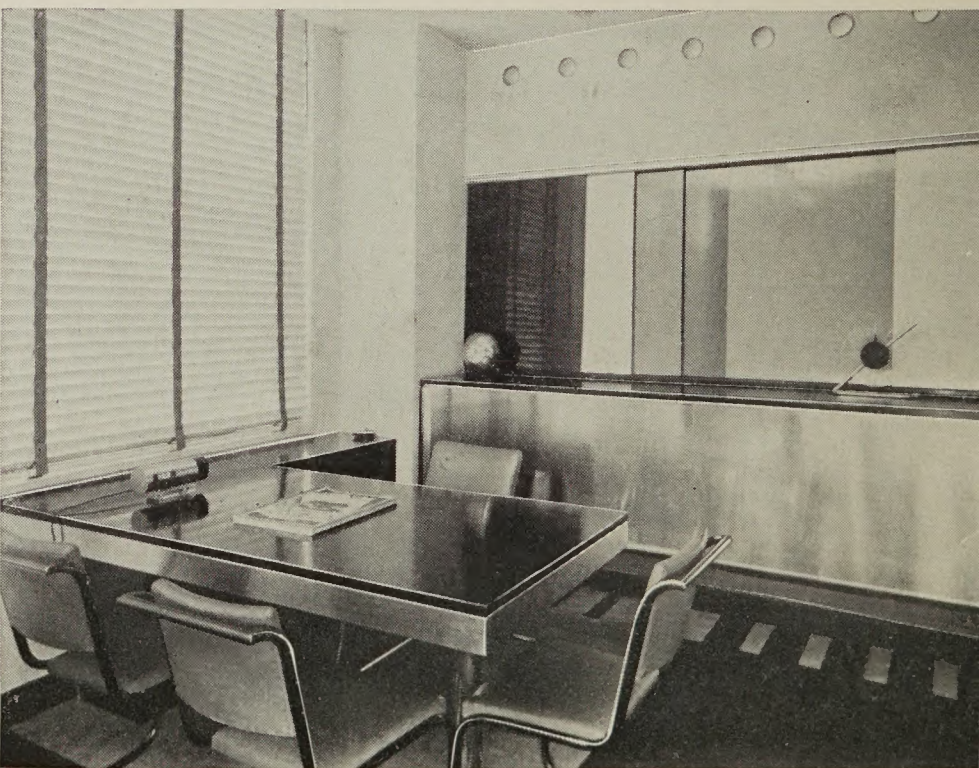
● Formica Horseshoe Counter, May Department Store, Baltimore, Md. Installed by Reinle-Salmon Company.



● Formica Tops with center sliding unit in Elizabeth Arden's Beauty Salon, Chicago. Holabird & Root, Architects.



● Formica Wall Paneling in the Entrance Lobby of the Bertha Theatre, Chicago.



● Formica Desk Top in the office of Gilbert Rhode, Designer, New York City.